

Hospitality Work with Colleagues and Customers



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Working with Colleagues and Customers

When working with customers and other workers there are 4 main interpersonal skills needed. These are:

- communication skills
- social skills
- personal presentation
- teamwork.

Communication

Good communication involves making sure others understand what we have said and understanding what others have said to us. This includes using both verbal and non-verbal communication.

Personal presentation

Personal presentation should be of a high standard. This is for both health and safety reasons and to make a good impression with customers. Working in the hospitality industry sometimes requires a specific uniform. Whether you wear a uniform or not, it is important you are:

- fresh
- looking good
- clean
- comfortable.
- wearing safety clothes, if needed.

Social skills

Social skills are those needed to communicate and interact with other people. Examples of social skills are

- waiting politely before interrupting others
- greeting other workers at the start of the work day.

Team work

Being part of a team means:

- helping each other
- learning from each other
- teaching each other
- working together.



ACTIVITY

Working with Colleagues and Customers

1) What are the four main interpersonal skills needed at work?

- a) _____
- b) _____
- c) _____
- d) _____

2) What does good communication involve?

3) What is personal presentation?

4) Why does personal presentation need to be of a high standard?

5) Write down two other examples of good social skills.

a) _____

b) _____

6) Write down what being part of a team means.

Being part of a team means

Communication in the Workplace

Hospitality is people industry. When working with colleagues and customers, good communication is important.

Good communication includes:

- speaking in a concise and clear way
- listening carefully and commenting or asking questions, when appropriate
- giving appropriate non-verbal messages.

Speaking

Speaking is the simplest way to exchange information. This is called oral communication.

For successful communication the listener must be able to understand what is being said. If the listener doesn't understand then the information should be repeated.

When you speak:

- avoid slang
- talk at a moderate pace
- be clear and say things so that others understand your message.

Listening

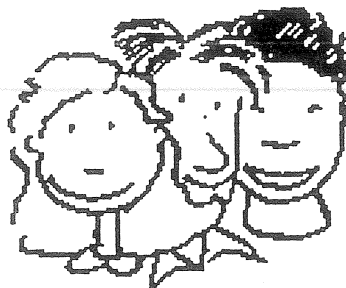
- Listen carefully to what is being said.
- Repeat the main points back to the speaker.
- Ask questions if you don't understand.

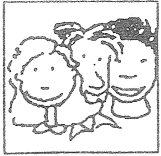
Non-verbal communication

Other people can tell a lot about someone's attitude by the way they stand, sit, and walk and by how they act around others. This non-verbal communication is known as body language. Body language is an important part of making a good impression.

Good body language:

- Have eye contact.
- Smile, if appropriate.
- Stand a reasonable space from the person you are talking to.
- Face the person you are talking to.

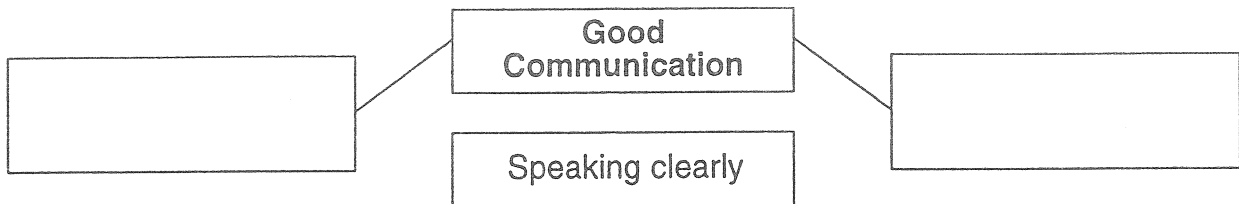




 ACTIVITY

Communication in the Workplace

- 1) Complete the mind map to show the areas that make up good communication.



- 2) Jean has just told Marcus about the new rosters. Marcus did not understand what Jean had told him.

a) Is this good communication?

Yes / No

b) Explain your answer.

It is / isn't good communication because

c) What should Marcus do?

d) Write down what he could say to Jean

3) Why is non-verbal communication important?



Written and Electronic Communication

Written communication

Written communication is only sometimes needed in the kitchen. Sometimes telephone messages will need to be written down or operating instruction for a piece of equipment may need to be read. Other times written communication skills may be needed are when writing or reading:

- Personal or business letters
- Reports
- Faxes or e-mails
- Memos
- Product labels
- Stock orders
- Resumes and job applications
- Policies and procedures.

Always ask another worker or your supervisor for help with understanding written information if needed.

Writing message notes

Be sure:

- your writing can be read by others
- that the message is clear
- that you sign and date the message.

Using the telephone

- Always say good morning or good evening.
- Identify yourself and your workplace
- Speak slowly and clearly.
- find out who the caller is and the reason for their call
- try to answer their enquiry or transfer the call to someone who can or take a message.
- Be helpful to the caller.
- Listen sympathetically if there is a complaint.
- If taking a message make sure you have clearly understood:
 - who the message is for ?
 - the name and message of the caller.
- Make sure that messages get to the right person.



ACTIVITY

Written and Electronic Communication

1) Give some examples of the following:

a) When you may need to write something at work.

b) When you may need to read something.

2) Write a letter of apology to Ms Frazzle, a customer who complained about the cold soup at the Blue Frog café where you work. Use a formal letter layout.

- 3) Choose one of the following scenarios and with a partner write down what you would say to the caller. Then role play the scenarios in pairs. Pretend you are ordering for either the school or your work placement.
- a) Ring up the butcher to order the meat for the day. The order is 13 rump steaks, a whole rib fillet, 10 fillet steaks and 3 legs of pork. You would like it delivered by 10.00 am the next day.
 - b) You are working in the restaurant section (front of house) as a waitress. Mrs. Menos rings up to book a table for 4 for next Friday night at 7.30 pm. Remember to write down the booking details.
 - c) Mr. Clarke from Pillar Valley Wines rings for the wine order. You are the Wine Steward today. One of the wines he sent last time had 3 bottles that were off. You need to tell him about this problem and give him this weeks order of 4 sparkling wines, 6 dry red wines, 2 sweet red wines, 6 dry white wines and 12 bottles of champagne.
 - d) Carlos, your boss has left you in charge of the cafe. Mrs. Zuchmann did not like the meal she was served on Friday night and rings up to complain. What would you say to her?

Personal Presentation

Personal presentation for all hospitality workers should be of a high standard. This is for both health and safety reasons and to make a good impression with customers.

Hygiene and grooming

Well groomed staff should have:

- clean and neat uniforms
- clean and tidy hair
- clean and well cared for teeth, hands and nails
- polished shoes
- light amounts of make up and perfume, for women
- clean shaven or tidy beard/moustache, for men
- a minimum amount of jewellery.

Confidence

This is how you believe in yourself, and how others see you.

Being confident refers to:

- having a good attitude
- how you look, sound, behave and work
- how well you communicate with others
- how well you can assist customers.

Etiquette

This is having good manners.

For example: opening doors
 greeting customers
 introducing people.

Good manners help with cooperation between staff and customers.

Introducing people

- Introduce someone in order of seniority – the senior person first.
- Introduce a junior person to a senior person first, for example 'Mr Jones (manager), this is Sandra Katon (apprentice chef).'

It is usually up to the woman to offer her hand in an introduction.



ACTIVITY

Personal Presentation

1) What are the two main reasons in the hospitality industry for having good personal presentation?

a) _____

b) _____

2) Use the words from the box below to complete the list about well groomed staff.

should Polished tidy men minimum and amounts perfume hands hair neat

Well groomed staff _____ have:

- Clean and _____ uniforms
- Clean and tidy _____
- Clean _____ well-cared for teeth, _____ and nails
- _____ shoes
- Light _____ of make up and _____, for women
- Clean-shaven or _____ beard/moustache, for _____
- A _____ amount of jewellery.

3) At work Jennifer says things like 'I don't know how to do anything the right way.', 'He's picking on me.', and 'This work is too hard.'. She always looks down at the ground when others are talking to her and she spends lunchtime by herself every day.

a) Does Jennifer seem to have confidence?

Yes / No

b) How could Jennifer start building her level of confidence in herself?

4) What is etiquette?

5) When introducing people who should be introduced first:

a) the tallest person

b) the most senior person

c) the person you know best.

6) Describe what you would say when introducing the following people to each other.

a) The manager Mr Michaela and a new trainee, Nick Pohl.

b) A VIP guest Mrs Julia Farnwell-Smith and the hotel manager, Mr Reg Varnavski.

Service

Everyone should get good service.

Customers should be:

- made to feel welcome
- dealt with in an efficient friendly manner
- given assistance when needed
- be in clean surroundings
- recognised and remembered.

Things to avoid in the workplace

- Touching customers or other workers
- Swearing
- Putting people down
- Criticising people
- Being rude





ACTIVITY

Service

1) Why is good service important?

2) Use the words from the box below to complete the sentences about good service.

feel	dealt	friendly	clean	assistance	remembered	customers
------	-------	----------	-------	------------	------------	-----------

_____ should be:

- made to _____ welcome
- _____ with in an efficient _____ manner
- given _____ when needed
- be in _____ surroundings
- be recognised and _____.

3) List some behaviours that are not welcome in the workplace.

4) Why are these types of behaviours a problem?

These behaviours are a problem because _____

5) What are two things that could happen if someone did some of these things at work?

Helping Customers

Customers are the reason that commercial hospitality establishment exist. They pay for the goods and services provided. Another word for customer is guest.

It is important that hospitality guests or customers have a good experience when visiting a hospitality establishment.

Customers should:

- feel important and welcome
- be helped quickly and efficiently
- feel satisfied
- have any special needs met.

Each person in a hospitality establishment will have a part to play. The waiter will serve the customer, the kitchen hand will be preparing the food and the chef may be doing most of the cooking. Good interpersonal skills is important for each of these people even those who have little customer contact. Good interpersonal skills help each member of the team to do their work well and so provide good food and service to the customer.

Customer needs

Customer needs may be influenced by:

- | | |
|---------------------------|---|
| 1) Cultural Factors | Country they are from, language and religion. |
| 2) Socio-economic factors | How much money they have to spend |
| 3) Available time | Time will depend on the purpose of the visit.
A businessman will have less time than a tourist |
| 4) Health | Special diets, mobility problems. |
| 5) Age | Children will have different needs to the elderly |
| 6) Interests | Music, sport, sightseeing etc. |

Awareness of a customer's possible needs will help to give them a good eating experience. It is important to work out how best to serve a customer based on the needs of the individual. For example not everyone in a wheelchair will need to stay in it. Some people only use a wheelchair for long distances and can walk once they have arrived at a restaurant.



ACTIVITY

Helping Customers

- 1) Complete this sentence.

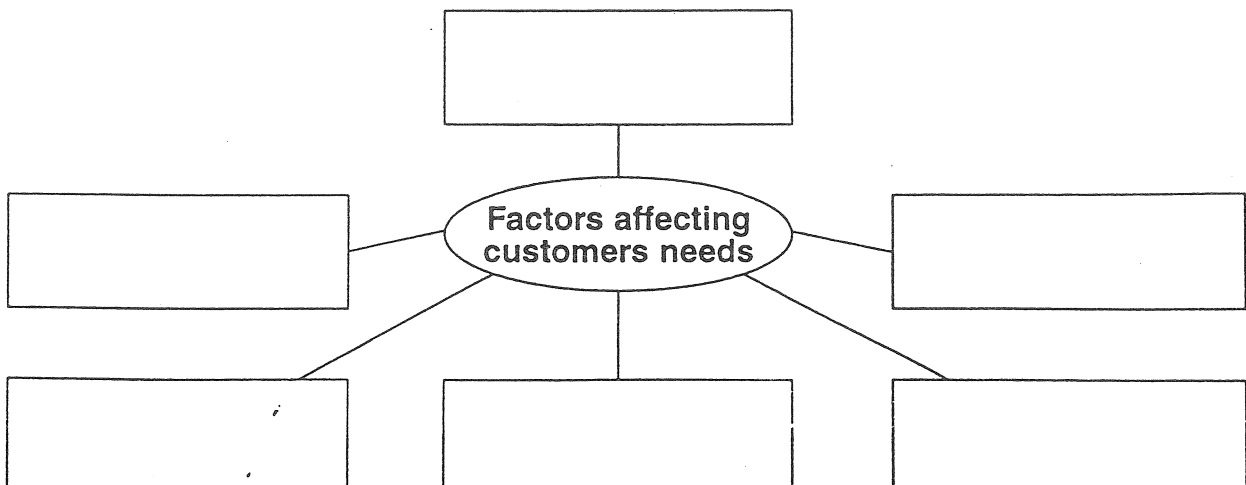
Customers are the reason

- 2) When you are working in the kitchen of a hospitality establishment how can you help customers have a good experience?

- 3) What are good interpersonal skills?

- 4) How do they help in the kitchen?

- 5) Complete the mind map of factors that will affect customer's needs.



Customers with Special Needs

All guests are individual and so are special. Some guests have specific need which will need to be met.

Customers with physical disabilities

- need easy access to building such as ramps and lifts
- should be seated tables in restaurants
- toilets suitable for wheelchairs.

Customers with visual impairments

- good instructions are needed for directions
- let the blind person take your arm if taking them to the table
- select a table where they do not have to move for others
- you may have to read the menu or offer suggestions.

Customers with hearing impairments

- look at them when speaking to them
- use gestures and notes, if needed
- place them so they can see what is happening in the restaurant
- listen carefully when they are speaking to you.

The elderly

- they will need chairs that are easy to get out of
- they may need to be guided to the table and may need help with ordering their meal
- sometimes the elderly can be demanding so be patient.

Children

- they may need high chairs
- get them a drink quickly on seating
- feed them quickly, maybe offer them a bread roll to start with
- they often need extra napkins, smaller serves and smaller glasses.

Customers with special food needs

- some customers will have special food needs because of health needs
- for example some people cannot eat sugar (diabetics) or gluten (wheat-based products).
- they will be the best people to tell you what they can safely eat.
- some people have special food needs because they choose to, for example vegetarians.



ACTIVITY

Customers with Special Needs

1) Write down answers for the following:

- a) Theo has a waiting job at Pages new restaurant. An elderly couple come in for lunch. What special treatment could Theo give them to encourage them to return?

- b) Rana is building a new restaurant. What are some of the features she could add to the building to make it easy for people with disabilities?

- c) A mother with three small children comes into Theo's restaurant for lunch. She looks harassed. As a waiter what can Theo do to help?

- d) The waiter enters the kitchen saying that a customer has come in and asked which foods on the menu contain any peanut-based products. They have said they are very allergic to peanuts. The chef is upstairs checking the other kitchen that is preparing for a function. What should you do?

Customer Complaints

Sometimes customers will complain. Sometimes this will be the fault of the staff, other times it won't. All staff should know what to do when a complaint is made.

Complaints are the customers way of telling staff that the service they are receiving is not meeting their needs. It is important to deal with the complaint or the customer may never return again. Worse still they will tell family and friends about the problems they had.

When a customer complains

- Listen to what is said.
- Express concern.
- Tell them calmly what you will do.
- Get help from your supervisor, if needed.
- Do what you said you would do – straight away.
- Check to make sure everything is okay.

Not all customers will complain politely. This is the time when you will need to use your best interpersonal skills to help the customer. Remember to be polite, calm and in control.

Difficult situations

If there is a misunderstanding and you cannot solve it, ask a more experienced person or supervisor so a solution can be found.



ACTIVITY

Customer Complaints

- 1) A guest's luggage has gone missing. They are very angry. What should you do and say?

- 2) A restaurant customer has partly consumed a meal and then complained about the way it has been cooked. He then refuses to pay. What should you do and say?

- 3) A customer is very cross because their favourite dish is not on the menu. What could you do and say?

Benefits of Good Service

All hospitality workers are part of the product or service the customer has paid for. When good service is delivered there is a sense of achievement for the employees and the employer.

Signs of good service

- The needs of customers are met consistently (almost all the time).
- The service provided meets or exceeds what the customer expects.
- Customers return again.

Employee benefits

- You get personal satisfaction from a job well done.
- Sometimes you are rewarded for a job well done.
- You feel part of a team doing a good job.
- You learn how to do your job better.

Employer benefits

- There is an increase of profit.
- More people come to your establishment.
- There is a sense of a job well done.





ACTIVITY

Benefits of Good Service

1) List three signs of good service.

a) _____

b) _____

c) _____

2) List three benefits an employer receives from good service.

a) _____

b) _____

c) _____

3) List two benefits an employee receives from good service.

a) _____

b) _____

4) George works in a large hotel kitchen. He is a good fast worker. He is responsible for receiving and storing fruit and vegetables, preparing fruit and vegetables and for cleaning utensils and equipment used in the kitchen. How can George benefit from his work?

Teamwork

Teamwork is when everyone works together to achieve a goal. In a hospitality establishment the main goal will be the giving of good service to the customers or guests. Sometimes hospitality workers may need to work together with people from other hospitality areas or even other industries to achieve a certain goal.

In larger workplaces you will be working as part of a bigger team to make sure that the customers receive good service. Others in the team will be relying on you to complete your work in an efficient and satisfactory way.

Being part of a team means:

- helping each other
- learning from each other
- teaching each other
- working together.

Good teamwork is when:

- there is honesty and good communication
- there is support for each other
- you are tolerant of other peoples ideas and cultures
- you are a dedicated worker
- you ask for help if needed.

**Together
Everyone
can
Achieve
More**



ACTIVITY

Team Work

- 1) Finish this sentence.

Teamwork is when

- 2) What is the main goal in a hospitality establishment?

- 3) Write down how the following people can be a good team member.

- a) Amy hasn't finished the washing up and her shift is due to finish soon.

- b) Sandy, Gary and Christine are preparing vegetables. Christine can't remember how to julienne carrots.

- c) Natasha notices the floors need sweeping. Theo is supposed to do this job but he looks really busy and might not have time to do it.

- d) Maria has gone to the storeroom to get some potatoes. Alex and Robin know that she has a sore shoulder but they are both really busy.

- e) Jacinta knows that the hotel where she works is full of guests and that everyone is going to be really busy. She notices that their supply of clean tablecloths and serviettes is low. She knows that the housekeeping staff are really busy cleaning and preparing new rooms and may have forgotten to bring up a new supply.

Resolving Conflict in the Workplace

Sometimes in the workplace two employees or an employee and an employer will disagree. This disagreement can be called a conflict. A major disagreement or conflict is sometimes called a dispute. Employees should try to solve conflicts or disagreements calmly.

Steps to resolving conflicts

- 1) Control emotions – use relaxation techniques. Take yourself away from the situation.
- 2) Identify the reason for the conflict – Who is responsible?
- 3) Ask the person if he / she has time to talk.
- 4) Tell the person how you are feeling (eg 'I am feeling upset right now')
- 5) Tell the person why you are feeling like you are (eg 'You have not completed your tasks at work and that makes everyone else behind in their work')
- 6) Listen. Listen. Listen. Allow the person to answer back.
- 7) Discuss with the person different ways to solve the conflict. You may need to make some compromises.
- 8) Continue to discuss calmly.
- 9) If the conflict cannot be resolved and / or you are getting angry, tell the person that you need to leave and you would like to talk about it later.

Formal grievance procedures

Larger workplaces will have a formal grievance procedure that can help a worker with a dispute. If a dispute happens at work that an employees cannot solve using the above steps they may need to use this procedure. This usually means making a complaint to the correct person who will help solve the problem. If the organisation does not have a grievance procedure then talk to:

- your supervisor
- someone else who is more senior to you
- another employee and get their advice.



ACTIVITY

Resolving Conflict in the Workplace

1) What is a dispute?

2) Write down some things that might cause a dispute or conflict in the workplace.

3) What are grievance procedures?

4) What should you do to solve a conflict if a workplace does not have formal grievance procedure?

5) What can you do to help control your emotions if feeling upset or angry?

- 6) Alex is feeling upset because the person that he works with does not do his fair share of their work. His workplace has a grievance procedure. The first step is to tell his supervisor about the problem. Write down what Alex could say to his supervisor.
